



## File Submission Guidelines for Wetzel Brothers Prepress Department

### File size:

Files should be built at 100% correct size. If you are setting up your job in Quark XPress and your job is bigger than the Quark size limitation of 48" x 48", build it at 1/2 size and we will process it at 200%. Bleeds of 1/4" to be included beyond the trim or knife of any job that requires diecutting.

### Resolution:

A final res of 300 dpi based on printing at 150 l/s is strongly recommended to achieve optimum quality. Remember, scaling for an increased size will affect your dpi. Whether you are building your document at half size or not, scaling your images either through our rip or within the application document will have an adverse affect unless your original image has been scanned at a higher resolution. ( Ex: 600 dpi scaled 200%= final dpi of 300 )

### Rich Blacks:

Wetzel Brothers prefers printing heavy coverages of black with a color break of 60c, 40m, 20y, 100k. This will ensure a rich black in appearance as well as reasonable coverage for standard dry time on most any substrate we print on.

### Fonts:

Make sure you include both the Screen and Printer fonts. It is recommended you use Type 1 PostScript fonts since the TrueType may cause problems in our processing.

### Illustrator:

We prefer dielines to be created in Illustrator. They should be color broken with a swatch that is a "Spot Color" and checked to overprint in the attributes window under the view menu - show attributes.

Transparency effects available in Illustrator 9 or above are better left done in Photoshop. At times, these effects in the Illustrator application cause problems in our rip process.

Place all high res in Illustrator as linked files and include those links along with your file when collecting your job for output. Do not Embed files! Graphics should also be linked or pasted into your document.

### Photoshop:

A final "flattened" file should represent each high res for your job. It may be necessary for us to make an adjustment as a project moves forward. It is recommended that you include a "layered" counterpart for the high res files you submit to us in the event an adjustment is required.

Please remember this is a basic guideline. If you have any questions regarding your specific files please call us at 1.414.224.3170.